

SUBJECT: Downtown Parking Phase I Completed

DATE: November 10, 2003

Background:

Over the course of the past several years the Greensboro Department of Transportation Parking Operations Section has participated in numerous public meetings, focus group workshops, customer surveys and door-to-door discussions with the residents and merchants in the downtown. The primary goal of these meetings was to discuss potential improvements, needs and successes of the City's Downtown Parking Program. The Comprehensive Parking Study established three major findings regarding the existing parking program.

Findings of Parking Study

1. *Parking Capacity is Good*

There are 18,845 parking spaces within the study area: 1,101 on-street spaces (6%) and 17,744 off-street spaces in lots and garages. This includes 4 municipal parking garages with 2,821 parking spaces (16% of the off-street parking supply) and 6 municipal parking lots with a total of 600 spaces (3.4% of the total off-street supply). Of the 1,101 on-street spaces 670 are controlled by parking meters.

2. *Downtown Development*

Although there is a perceived shortage of visible parking in the CBD retail corridors, ample space is available in paved lots behind the stores, at on-street parking meters and in the public parking decks to support the current businesses. Identification of available parking spaces and the safety of parking facilities are the two primary issues in gaining better utilization of parking capacity. In order to improve the transient turnover of the visible parking spaces it is necessary to enhance the enforcement of metered and time limited parking spaces in the public parking decks and at the on-street meters. This enhancement will enable transient visitors to find available and ample parking within two blocks of retail and business establishments.

3. *Parking Space Turnover*

A turnover analysis was performed from data collected at 263 on-street parking meters (39% of on-street meter system) designated by the City. The survey revealed a significant loss of short-term parking capacity due to meter overstays – parkers who exceeded the posted time limit. On the survey day 348 parkers exceeded the time limit. The time consumed by those overstay represented 37% of the total meter capacity, and the loss of parking availability to a potential 884 additional parkers.

In an effort to address the proposed recommendations the Parking Operations has completed implementing the following items.

- ✓ Standardize Hours of Operation
- ✓ 30 Minutes Free Parking In All Public Parking Decks
- ✓ Implementation of Residential Parking Card Program
- ✓ Additional Camera/Security Improvements
- ✓ Lighting Improvements in Greene Street Parking Deck
- ✓ New Interior Signage in Parking Decks
- ✓ Remarking Parking Deck Stalls
- ✓ Marketing of Parking Incentives
- ✓ Davie Street Parking Deck Reconstruction
- ✓ Downtown Greensboro Incorporated Partnership
- ✓ Capital Improvement Projects in the Decks
- ✓ Standardize Parking Deck Rates and Time Limits

Remaining Action:

These accomplishments enable us to submit that the necessary downtown parking changes have been made in order to fulfill the needs and requirements of the Comprehensive Plan. In the next twelve to eighteen months Phase II of our parking and traffic improvements will be implemented. The proposed schedule for the remaining improvement is as follows:

Project Schedule

- ✓ Implement McGee and Greene Street one-way to two-way conversions, McGee roundabout, angled parking, by December 2004.
- ✓ Implement Davie Street angle parking and one-way to two-way conversion by December 2004.
- ✓ Implement Lindsay Street, Bellmeade Street, and North Davie Street one-way to two-way conversion by December 2004.
- ✓ Implement MLK/Davie/Elm Street traffic pattern change by December 2007.